

**IN THE CLAIMS**

For the convenience of the Examiner all of the pending claims are reproduced below regardless of whether amended or not. Amended claims are so indicated. Please amend the claims as follows:

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*CX*

1. **(Thrice Amended)** A method for generating a redemption value for at least one pre-determined redeemable item **[based on an initial purchase transaction comprising one or more discount triggering items]**, comprising the steps of:

identifying **[the]** discount triggering items in **[the]** an initial purchase transaction at an initial vendor, the discount triggering items associated with a pre-determined redeemable item, each of the discount triggering items having a unique code associated therewith and an associated discount value;

grouping the discount triggering items in bundles, each bundle comprising one or more discount triggering items having the same unique code, each bundle having an associated bundle total; and

generating the redemption value for the pre-determined redeemable item based on the bundle totals, the redemption value representing a discount available for use in a subsequent purchase transaction at a subsequent vendor, the subsequent purchase transaction comprising the pre-determined redeemable item.

2. **(Previously Amended)** The method of Claim 1, wherein the step of grouping the discount triggering items in bundles is performed at the end of the initial purchase transaction.

3. **(Previously Amended)** The method of Claim 1, wherein the step of grouping further comprises the step of filtering in accordance with predetermined criteria the discount triggering items to be included in the bundle.

4. **(Previously Amended)** The method of Claim 3, wherein the step of filtering in accordance with the predetermined criteria comprises filtering the discount triggering items such that if the quantity of discount triggering items purchased is less than a predetermined minimum quantity for each of the unique codes, the bundle is not created.

5. **(Previously Amended)** The method of Claim 3, wherein the step of filtering in accordance with the predetermined criteria comprises limiting the number of discount triggering items in any one of the bundles to a maximum number.

6. **(Twice Amended)** The method of Claim 47, generating the redemption value for the pre-determined redeemable item further comprising limiting the redemption value to a maximum value.

7. **(Previously Amended)** The method of Claim 1, the initial purchase transaction comprising a plurality of purchased items, the purchased items comprising the discount triggering items and non-discount triggering items, and further comprising the step of issuing cash register receipt information reflecting the retail price of each of the purchased items.

8. **(Previously Amended)** The method of Claim 1, the initial purchase transaction comprising a plurality of purchased items, the purchased items comprising the discount triggering items and non-discount triggering items, and further comprising the step of printing a paper receipt comprising cash register receipt information and redemption information, the cash register receipt information reflecting the retail price of each of the purchased items and the redemption information comprising the redemption value and, for each bundle, the unique code associated with the discount triggering items in the bundle and the associated bundle total.

9. **(Previously Amended)** The method of Claim 8, wherein the step of printing the paper receipt comprises the step of providing an incomplete cut between a portion of the paper receipt comprising the cash register receipt information and a portion of the paper receipt comprising the redemption information, such that the portion comprising the redemption information is easily detachable from the portion comprising the cash register receipt information.

10. **(Previously Amended)** The method of Claim 7, wherein the step of issuing the cash register receipt information comprises the step of providing an electronic code comprising the cash register receipt information.

11. The method of Claim 10, wherein the electronic code is recordable on a card having magnetic media.

12. **(Previously Amended)** The method of Claim 48, wherein the step of providing the redemption information comprises the step of providing an electronic code comprising the redemption information.

13. The method of Claim 12, wherein the electronic code is recordable on a card having magnetic media.

14. **(Previously Amended)** The method of Claim 1, the initial purchase transaction comprising a plurality of purchased items, the purchased items comprising the discount triggering items and non-discount triggering items, the non-discount triggering items having a unique code associated therewith, and wherein the step of identifying discount triggering items comprises the steps of:

receiving the unique code for each of the purchased items; and

determining which of the purchased items has a unique code associated with a discount triggering item.

15. **(Previously Amended)** The method of Claim 14, further comprising the step of providing a database having stored therein information identifying the discount triggering items and the associated unique codes, and wherein the step of determining which of the purchased items has a unique code associated with a discount triggering item comprises comparing each of the received unique codes with the information in the database.

16. **(Previously Amended)** The method of Claim 14, receiving the unique code for each of the purchased items comprising scanning the unique codes with a scanning device.

17. **(Previously Amended)** The method of Claim 14, receiving the unique code for each of the purchased items comprising inputting the unique codes manually.
18. **(Previously Amended)** The method of Claim 48, wherein the step of providing the redemption information comprises providing a description for each of the bundles, which description is associated with the unique code for the bundle.
19. **(Previously Amended)** The method of Claim 48, further comprising the steps of printing the redemption information on a paper slip and digitally encoding the redemption information on the paper slip, the digitally encoded redemption information optically retrievable.
20. **(Previously Amended)** The method of Claim 19, wherein the digitally encoded redemption information comprises a bar code.
21. **(Previously Amended)** The method of Claim 48, wherein each transaction has associated therewith a unique identification number (UID) and further comprising the step of printing the UID for the transaction on a paper containing the redemption information.

22. **(Previously Amended)** The method of Claim 1, the initial purchase transaction comprising a plurality of purchased items, the purchased items comprising the discount triggering items and non-discount triggering items, and wherein a product information table is provided for all items having a unique code and further comprising the step of creating a redemption table providing additional parameters associated with discount triggering items defining the ones of the items in the product information table as discount triggering items and also further comprising the step of creating a modified product information table by merging the redemption table with the product information table such that each unique code has associated therewith information regarding the identification of a product having that unique code, and that constitutes a discount triggering item, and wherein the step of identifying comprises comparing each of the purchased items and the associated unique code with information in the modified product information table, and when the unique code in the modified product information table has information associated therewith, defining it as a discount triggering item, and declaring that item a discount triggering item.

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C3 23. **(Thrice Amended)** The method of Claim 48, further comprising the step of purchasing the pre-determined redeemable item in the subsequent purchase transaction by presenting a paper comprising the redemption information.

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CH 24. **(Twice Amended)** The method of Claim 48, wherein the pre-determined redeemable item is obtained by presenting electronic code comprising the redemption information.

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25. **(Thrice Amended)** A system for generating a redemption value for at least one pre-determined redeemable item [based on an initial purchase transaction comprising one or more discount triggering items], comprising:

identifying means for identifying discount triggering items in [the] an initial purchase transaction at an initial vendor, the discount triggering items associated with a pre-determined redeemable item, each of the discount triggering items having a unique code associated therewith and an associated discount value;

grouping means for grouping the discount triggering items in bundles, each bundle comprising one or more discount triggering items having the same unique code, each bundle having an associated bundle total; and

output means for generating the redemption value for the pre-determined redeemable item based on the bundle totals, the redemption value representing a discount available for use in a subsequent purchase transaction at a subsequent vendor, the subsequent purchase transaction comprising the pre-determined redeemable item.

26. **(Previously Amended)** The system of Claim 25, wherein the bundles are created at the end of the initial purchase transaction.

27. **(Previously Amended)** The system of Claim 25, wherein the grouping means further comprises a filtering means for filtering, in accordance with predetermined criteria, the discount triggering items to be included in the bundle.

28. **(Previously Amended)** The system of Claim 27, wherein the bundle is created only if the quantity of discount triggering items purchased is equal to or greater than a predetermined minimum quantity for each of the unique codes.

29. **(Previously Amended)** The system of Claim 27, wherein the number of discount triggering items in any one of the bundles is limited to maximum number.

30. **(Previously Amended)** The system of Claim 49, the output means for limiting the redemption value to a maximum value.

31. **(Previously Amended)** The system of Claim 25, the initial purchase transaction comprising a plurality of purchased items, the purchased items comprising the discount triggering items and non-discount triggering items, and further comprising output means for issuing cash register receipt information reflecting the retail price of each of the purchased items.

32. **(Previously Amended)** The system of Claim 31, wherein both the cash register receipt information and redemption information are issued on a paper receipt, the redemption information comprising the redemption value and, for each bundle, the unique code associated with the discount triggering items in the bundle and the associated bundle total.

33. **(Previously Amended)** The system of Claim 32, wherein the paper receipt comprises an incomplete cut between a portion comprising the cash register receipt information and a paper portion comprising the redemption information, such that the portion comprising the redemption information is easily detachable from the portion comprising the cash register receipt information.

34. **(Previously Amended)** The system of Claim 31, the output means for providing redemption information and the cash register receipt information in the form of an electronic code, the redemption information comprising the redemption value and; for each bundle, the unique code associated with the discount triggering items in the bundle and the associated bundle total.

35. The system of Claim 34, wherein the electronic code is recordable on a card having magnetic media.

36. **(Previously Amended)** The system of Claim 25, the initial purchase transaction comprising a plurality of purchased items, the purchased items comprising the discount triggering items and non-discount triggering items, the non-discount triggering items having a unique code associated therewith, and wherein the identifying means comprises:

a receiving means for receiving the unique code for each of the purchased items;  
and

a determining means for determining which of the purchased items has a unique code associated with a discount triggering item.

37. **(Previously Amended)** The system of Claim 36, further comprising a database having stored therein information identifying the discount triggering items and the associated unique codes, the determining means for comparing the unique codes of the purchased items with the information in the database in order to determine which of the purchased items are discount triggering items.

38. **(Previously Amended)** The system of Claim 37, wherein the unique codes are all scannable by a scanning device.

39. **(Previously Amended)** The system of Claim 37, wherein the unique codes are input manually.

40. **(Previously Amended)** The system of Claim 50, wherein the redemption information comprises a description for each of the bundles, which description is associated with the unique code for the bundle.

41. **(Previously Amended)** The system of Claim 50, wherein the redemption information is printed on a paper slip with a digitally encoded region disposed thereon, the digitally encoded region comprising information regarding the information contained within the paper slip, the digitally encoded information optically retrievable.



42. The system of Claim 41, wherein the digitally encoded region comprises a bar code.

43. **(Previously Amended)** The system of Claim 50, wherein each transaction has associated therewith a unique identification number which is printed on a paper containing the redemption information.

44. **(Previously Amended)** The system of Claim 25, the initial purchase transaction comprising a plurality of purchased items, the purchased items comprising the discount triggering items and non-discount triggering items, and wherein a product information table is provided for all items having a unique code, a redemption table is provided for additional parameters associated with discount triggering items defining the ones of the items in the product information table as discount triggering items, a modified product information table is provided by merging the redemption table with the product information table such that each unique code has associated therewith information regarding the identification of a product having that unique code and that constitutes a discount triggering item, and wherein each of the purchased items and the associated unique code are compared with information in the modified product information table and when the unique code in the modified product information table has information associated therewith defining it as a discount triggering item and declaring that item a discount triggering item.

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C6 45. **(Thrice Amended)** The system of Claim 50, wherein the pre-determined redeemable item is purchased in the subsequent purchase transaction by presenting a paper comprising the redemption information.

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C7 46. **(Twice Amended)** The system of Claim 50, wherein the pre-determined redeemable item is obtained by presenting electronic code comprising the redemption information.

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C8 47. (Amended) The method of Claim 1, generating the redemption value for the pre-determined redeemable item based on the bundle totals comprising summing the bundle totals.

48. The method of Claim 1, further comprising the step of providing redemption information comprising the redemption value and, for each bundle, the unique code associated with the discount triggering items in the bundle and the associated bundle total.

49. The system of Claim 25, the output means for generating the redemption value by summing the bundle totals.

50. The system of Claim 25, the output means for providing redemption information comprising the redemption value and, for each bundle, the unique code associated with the discount triggering items in the bundle and the associated bundle total.

51. (Amended) A method for generating a redemption value for at least one pre-determined redeemable item [based on an initial purchase transaction comprising one or more credit triggering items], comprising the steps of:

identifying [the] credit triggering items in [the] an initial purchase transaction at an initial vendor, the discount triggering items associated with a pre-determined redeemable item, each of the credit triggering items having a unique code associated therewith and an associated credit value;

grouping the credit triggering items in bundles, each bundle comprising one or more credit triggering items having the same unique code, each bundle having an associated bundle total; and

generating the redemption value for the pre-determined redeemable item based on the bundle totals, the redemption value representing a credit available for use in a subsequent purchase transaction at a subsequent vendor, the subsequent purchase transaction comprising the pre-determined redeemable item.